

Glamour Code Scenarios

1. A man and woman are out to a nice dinner, sitting at a table with candles and flowers, holding hands and looking at one another. Which glamour code is the best identifier for this advertisement? Why?
2. A cowboy is out on the plains with only his horse and the sun at his back. Which glamour code is the best identifier for this advertisement? Why?
3. The Budweiser "Wazzup" advertising campaign causes many people to laugh. Which glamour code is the best identifier for this advertisement? Why?
4. A business woman is walking through an office carrying a cup of Starbucks coffee as people are stopping her to ask for advice and help. Which glamour code is the best identifier for this advertisement? Why?
5. Two athletes are seen holding a bottle of water. The label reads: New, Improved and More Vitamins and Minerals. Which glamour code is the best identifier for this advertisement? Why?
6. A print ad shows people skiing competitively on a slope in the Colorado Rockies. Superimposed over the advertisement is an image of a brand of cigarettes. Which glamour code is the best identifier for this advertisement? Why?
7. A group of college students are shown at a concert with a pop in their hands. Which glamour code is the best identifier for this advertisement? Why?